

E-GARAGE SALES USING SOCIAL NETWORKS SITES

UNDER WEB 2.0 TECHNOLOGY

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Sites under Web 2.0 Technology**

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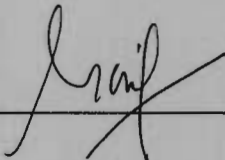
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ABSTRACT

Social Networks sites connect people for various social and but yet many SNSs lack the orientation of professional purposes on the other hand most of e-business applications today do not concern about the emotional connections among people, which has a bad effect on the business process, This study attempts to introduce garage-sales social network site that has a "Meaningful objectives" which is Customer to Customer (C2C) e-business activities, in the context of the right tool which is Web 2.0 technology. The developed e-garage sales site was evaluated through an online survey; the results showed that the users found the application useful.

ABSTRAK

Laman Jaringan sosial menghubungkan orang ramai kepada pelbagai jaringan sosial. Walau bagaimanapun kebanyakan (SNSs) mempunyai kelemahan dari segi orientasi profesional, sebagai contoh kebanyakan aplikasi perniagaan elektronik hari ini tidak mengambil kira hubungan emosi diantara sesama pengguna dan ini memberikan kesan yang negatif ke atas proses perniagaan. Penyelidikan ini bertujuan untuk memperkenalkan jaringan laman jualan sosial yang mempunyai beberapa objektif di dalam aktiviti-aktiviti perniagaan elektronik 'Customer to Customer' (C2C) di dalam konteks yang betul iaitu teknologi web2.0. Pembangunan jualan 'e-garage'. Pembangunan jualan 'e-garage' telah dinilai melalui satu kaji selidik di dalam talian. Hasil menunjukkan bahawa pengguna-pengguna mendapati aplikasi tersebut amat berfaedah .

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LIST OF ABBREVIATIONS

B2B	Business to Business
B2C	Business to Customer
C2C	Customer to Customer
ICT	Information Communication Technology
PHP	Personal Home Page
PUEU	Perceived Usefulness and Ease of Use
RDBMS	Relational Database Management system
RSS	Really Simple Sidi
SAMOA	Social Aware Mobile Architecture
SMS	Short Message Service
SNS	Social Network Site
TAM	Technology Acceptance Model
UML	Unified Modelling Language
UUM	Universiti Utara Malaysia

CHAPTER 1

INTRODUCTION

This chapter briefly explains the background of the study, in which the utilizing of web 2.0 technology in developing a social network site to manage consumer to consumer (C2C) sales activities in a social environment will be discussed. The problem statement, objectives, significance and scope of the study will also be introduced.

1.1 Background

Social networks have influenced our lives enormously; Massive quantities of data on large social networks are available, knowledge-sharing sites, collaborative-filtering systems, online gaming, social-networking sites (SNSs), newsgroups, chat rooms, and so on. These networks typically number in the tens of thousands to millions of nodes. They often contain sufficient information to build models of individual nodes, which we can then assemble into models of the networks they are part of. This gives us an unprecedented level of detail in social-network analysis. According to Jamali and Abolhassan (2006), a social network is a set of people connected by a set of social relationships such as friendship, co-working or information exchange. Social networks differ depending on the relationships among people and organizations that they represent. Social networks are formed between Web pages by hyperlinking to

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